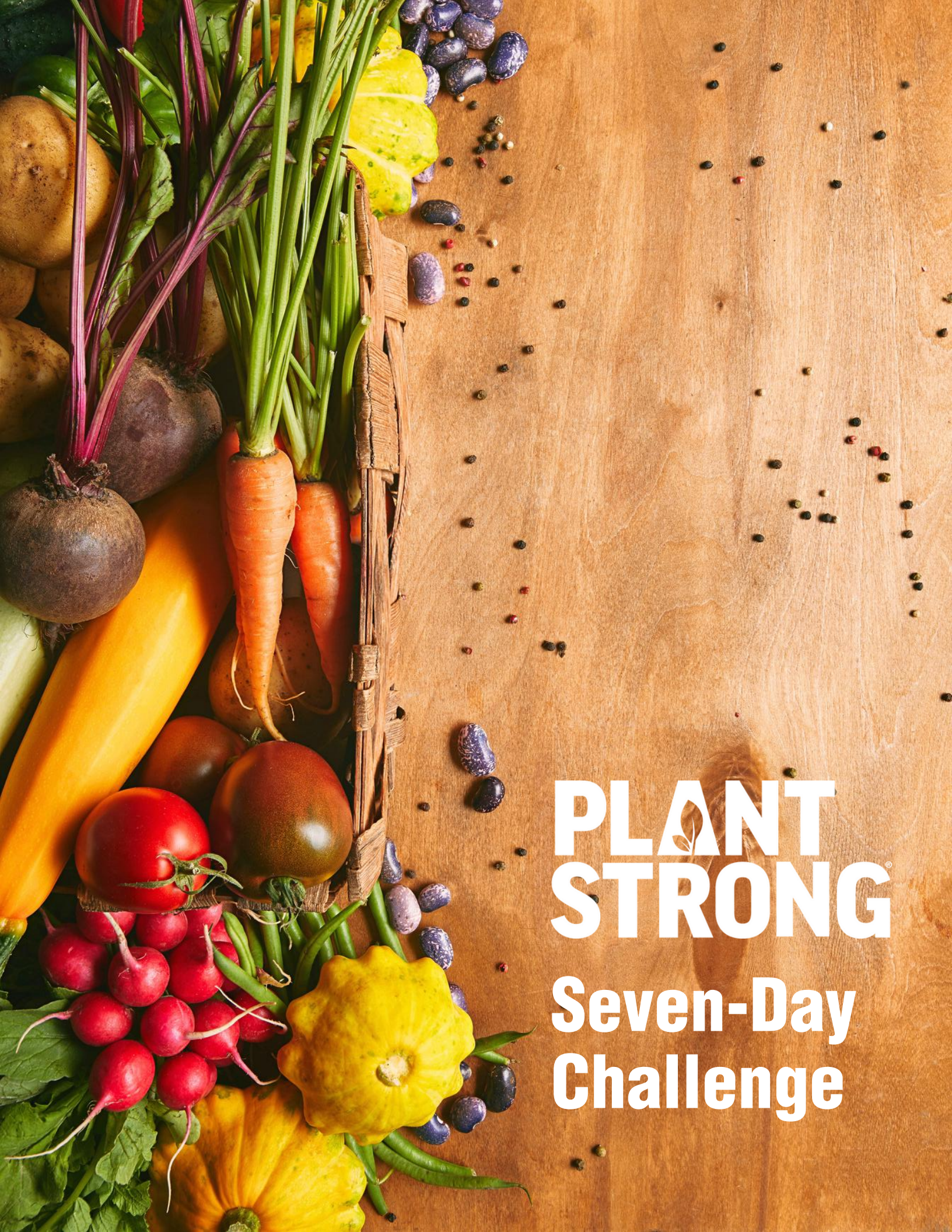

PLANT STRONG®
Seven-Day Challenge

HELLO THERE. LET'S DO THIS.

Your Personal Invitation to a Healthier, Happier You

This is your year to shine. I'm thrilled to invite you to the PLANTSTRONG Seven-Day Challenge—a week-long celebration of vibrant, plant-based living that has the power to transform your well-being and put you firmly in control of your health journey.

The PLANTSTRONG Challenge: A Celebration of Life-Changing Nutrition

We're making it easier than ever to reset, refocus, and rejuvenate by embracing a whole-food, plant-based lifestyle. Over the next seven days, we invite you to experience the extraordinary benefits of living PLANTSTRONG.

What Is the Challenge?

It's not just a program—it's a movement. For seven days, you'll:

- Celebrate vibrant eating by **filling your plate with fruits, vegetables, whole grains, and legumes.**
- Clear the clutter by crowding out animal products like meat, dairy, and eggs.
- Elevate your meals by eliminating processed oils and reducing excess salt and sugar.

This is more than a diet—it's a lifestyle transformation designed to energize your body, mind, and spirit. Think of it as the Varsity Level of nutrition, where YOU are the MVP, and whole, plant-based foods are your winning team.

Why Join the PLANTSTRONG Challenge?

The benefits of whole, plant-based living are undeniable. Over the next week, you'll:

- Feel lighter, more energetic, and more in control of your health.
- Lower your risk for chronic conditions like heart disease, diabetes, and certain cancers.
- Nourish your body with STRONG foods—delicious, nutrient-rich ingredients that work in harmony to help you thrive.

We'll provide all the tools you need: support, recipes, and—if you need the ultimate effortless solution—**the PLANTSTRONG Plan Meal Bundle**, delivered right to your door.

Why Seven Days?

By focusing on just the week ahead, you can set aside the usual hurdles that get in the way. This kickstart is your opportunity to unlock real change and embrace a lifestyle that supports your health every single day.

How to Get Started: Your Path to PLANTSTRONG Living

Make the Commitment

Decide today that this is the year you prioritize your health. Embrace the first seven days of the PLANTSTRONG Challenge with excitement and determination to create lasting change.

Fuel Your Plate with Purpose

Dive into the vibrant world of plant-based eating. Use the **PLANTSTRONG Plan Meal Bundle** for effortless, done-for-you meals or plan your own, focusing on a variety of nutrient-packed whole foods.

Find Strength in Community

Join the PLANTSTRONG community to share stories, celebrate victories, and find inspiration. Together, we'll amplify the power of this celebration and keep each other motivated.

Track Your Transformation

Document how you feel—physically, mentally, and emotionally—throughout the first week and beyond. Recognize the positive changes, big and small, and embrace the lessons from any challenges.

Inspire Others

Share your journey on social media using #PLANTSTRONGChallenge. Whether it's your favorite meal, a personal milestone, or a reflection on your experience, your story could be the spark someone else needs to begin their own PLANTSTRONG journey.

Are You Ready?

Let's begin with strength, vitality, and purpose. Join the PLANTSTRONG Challenge, embrace the lifestyle, and be the driver of your health destiny. Together, we'll create a ripple of wellness that reaches far beyond ourselves.

Let's make this your year of PLANTSTRONG transformation—starting now!

Eat Strong Food,

Rip Esselstyn
Founder, PLANTSTRONG

PLANT STRONG®

PLANTSTRONG®

Seven-Day Challenge

NO TRACKING, NO MEASURING— JUST ENJOY THE ABUNDANCE OF WHOLE PLANT FOODS AND LET YOUR BODY GUIDE YOU.

FILL YOUR PLATE AT EVERY MEAL WITH A VARIETY OF THE SIMPLE SEVEN:

1 VEGETABLES & LEAFY GREENS

INCLUDING POTATOES, CORN, BROCCOLI, CARROTS, KALE, SPINACH & SO MANY MORE

AIM FOR SIX SERVINGS OF LEAFY GREENS A DAY!

2 WHOLE FRUIT

FRESH OR FROZEN, WE DON'T CARE!

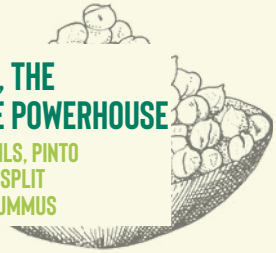
3 INTACT WHOLE GRAINS

LIKE BROWN RICE, OATS, QUINOA, FARRO OR BULGUR

4 100% WHOLE GRAIN ITEMS

BREADS, PASTAS, & TORTILLAS

WATCH OUT FOR ADDED OILS!



5 LEGUMES, THE ULTIMATE POWERHOUSE

BLACK BEANS, LENTILS, PINTO BEANS, CHICKPEAS, SPLIT PEAS, & OIL-FREE HUMMUS

6 EXTRA FLAVOR

HERBS, SPICES, VINEGARS, HOT SAUCE, MUSTARD, KETCHUP, & BBQ SAUCE

7 BEVERAGES

WATER (SPARKLING & STILL), TEA, & BLACK COFFEE

CHANGE CAN FEEL HARD—BUT EVEN ONE WEEK CAN MAKE A BIG DIFFERENCE. WE'RE WITH YOU EVERY STEP OF THE WAY.

Let's Limit

MEAT, POULTRY, FISH, EGGS, DAIRY PRODUCTS, OILS, & WHITE BREADS/PASTAS. AND BE MINDFUL OF YOUR CONSUMPTION OF AVOCADOS, NUTS, TOFU, & TEMPEH.

Whether this is your first time or your fiftieth, this week can change everything.

Let's Make This Easy.

YOU DON'T HAVE TO DO IT ALL FROM SCRATCH. OUR PLANTSTRONG MEAL PLAN BUNDLE IS A SHORTCUT TO STRONG FOOD AND SIMPLE SUCCESS: PLANTSTRONG.COM

Overnight Oats

4 servings 10 minutes

INGREDIENTS

2 cups old-fashioned rolled oats

2 cups unsweetened plant milk

4 T. ground flax meal

4 t. cinnamon

DIRECTIONS

Gather four glass jars with lids and fill each jar with:

½ cup oats

½ cup plant milk

1 T. ground flax

1 t. cinnamon

Chill in the fridge overnight, add more toppings (optional) and eat cold or reheat in the microwave to desired temperature.

NOTES

Before serving overnight oats, top with fresh berries or sliced banana, or a sprinkle of PLANTSTRONG granola.

Pinto Bean Crunch Salad

4 servings 15 minutes

INGREDIENTS

1 (15 oz) can pinto beans, rinsed
1 cup baby spinach, finely chopped
8 oz cherry tomatoes, halved
1 red bell pepper, diced
1 jalapeno seeded and diced
1 cucumber, chopped
1 stalk celery, thinly sliced
2 tablespoons Dijon mustard
2 tablespoons fresh lime juice
1 tablespoon chopped fresh cilantro
1 teaspoon ground cumin

DIRECTIONS

1. In a large bowl, combine all ingredients. Chill for an hour or so before serving to let the flavors blend together.

NOTES

Skip the jalapeno if you do not like heat. Substitute parsley or baby spinach if you don't like cilantro. Look for reduced sodium or no salt added beans.

Creamy Kale Salad

4 servings 35 minutes

INGREDIENTS

1 bunch curly kale, finely chopped
2 cups grated carrots
½ avocado, peeled and pitted
⅓ cup red onion, diced
2 tablespoons lemon juice
3 tablespoons hemp seeds
½ teaspoon reduced sodium tamari
½ teaspoon black pepper

DIRECTIONS

1. Toss all ingredients together in a large bowl.
2. Use your hands or fork to mash avocado into kale.
3. Let sit at room temperature for about 30 minutes before serving to allow kale to soften naturally in the dressing.

NOTES

This salad is perfect for customizing! Pile high with your favorite toppings. We love adding canned beans, slices of mini bell peppers or shredded jicama for added flair.

Homemade Bean Burgers

4-6 servings 25 minutes

INGREDIENTS

2 cups cooked beans (black beans, kidney beans, white beans)

1 cup old-fashioned rolled oats or cooked brown rice

1 cup diced vegetables (for example: onion, mushrooms, shredded carrot)

Your favorite spices (garlic, curry powder, cumin, etc.)

1/4-1/2 cups vegetable broth

DIRECTIONS

1. Preheat grill or oven to 350.
2. Drain and rinse your cooked beans and place in bowl.
3. Add your oats (uncooked) or brown rice (cooked).
4. Heat a skillet and saute your diced vegetables until soft and tender. Add broth or water to pan to prevent sticking.
5. Add vegetables to bean mixture.
6. Choose your spices and add ¼ teaspoon of each to start.
7. Add liquid and mash the mixture until mixed well and you can form patties. Place patties on plate and chill in fridge for 15 minutes.
8. Bake for 15-20 minutes in oven or carefully grill, flipping halfway through cooking time.
9. Serve on a whole grain bun with your favorite toppings.

NOTES

Want a shortcut? Try PLANTSTRONG Skillet Burger Mixes. Available in Black Bean or Portobello Mushroom—you simply add water, form patties, and cook until golden brown!

Black Bean Confetti Soup

6 servings 30 minutes

INGREDIENTS

6 cups of PLANTSTRONG vegetable broth
2 15oz cans black beans drained and rinsed
½ cup chopped red onion
4 cloves garlic, minced
1 red bell pepper, diced
1 cup fresh salsa, mild or medium
1 cup corn
1 cup diced celery
1 cup chopped spinach
1 cup red cabbage
2 carrots, sliced
2 avocados, diced
1 tablespoon chipotle chili powder
1 tablespoon cumin
1 tablespoon Bragg's Liquid Aminos

DIRECTIONS

1. Saute the red onion and garlic until translucent in a 6 quart pot.
2. Place everything else except the avocado, in the pot.
3. Cook over low heat to allow flavors to blend for about 20 minutes.
4. Serve soup with diced avocados. Garnish with cilantro if desired.

NOTES

This soup is perfect for customizing! Add your favorite veggies to it for added flair. This soup is great served over brown rice or quinoa as well!

Golden Potato Stew

6 servings 30 minutes

INGREDIENTS

8 cups PLANTSTRONG Broth
1 onion diced
3 stalks celery, diced
1 carrot, diced
4 cloves garlic, minced
4 cups chopped kale
3 cups Yukon gold potatoes, diced
1 - 15oz can no-salt-added black beans rinsed
2 cups golden beets, peeled and diced
2 cups corn
1 cup old fashioned rolled oats
1 teaspoon poultry seasoning (rosemary, sage, thyme, marjoram)
2 tablespoons turmeric
1/2 lemon, zested
2 teaspoons black pepper

DIRECTIONS

1. In a dry hot pan - sauté onions, celery, carrots, poultry seasoning and garlic until onions caramelize.
2. Add broth, potatoes, corn, black beans, beets, turmeric and black pepper. Bring to a boil, reduce heat, simmer for 15 minutes.
3. Remove from heat. Add oats, kale and lemon zest - stir - cover and let stand for 5 minutes.
4. Stir and serve with jalapeños, cilantro or other garnish as you wish.

NOTES

This hearty soup has your greens built in - it's the beets! Golden beets have a milder flavor than red beets and are packed with nutrients.

Rice & Beans Extravaganza

2 servings 20 minutes

INGREDIENTS

2 cups cooked brown rice

1 (15-ounce) can black beans, rinsed

1 cup salsa

1/2 t. ground cumin

2 cups shredded Romaine lettuce

1 red bell pepper, diced

1 tomato, diced

1 avocado, split and diced

Optional:

Refried beans

Pickled onions

Jalapeno

Fire roasted corn, thawed

Lime

DIRECTIONS

1. Warm rice and split between two serving bowls. Sprinkle with cumin.
2. In small saucepan, heat beans and salsa. Serve over rice.
3. Add remaining toppings to your bowl and enjoy!

NOTES

This is one of the most easily customizable meals you can make again and again. Enjoy hot or cold. Add toppings you enjoy.
The possibilities are endless!

Amazon Dressing

4 servings 5 minutes

INGREDIENTS

3 tablespoons lime juice

½ teaspoon ground cumin

2 green onions, chopped

2 tablespoons chopped fresh cilantro or basil

1 tablespoon minced fresh jalapeño pepper

1 mango, peeled and cubed

DIRECTIONS

1. In a food processor or blender, combine the lime juice, cumin, green onion, cilantro, jalapeño, and mango. Blend until smooth and serve.

NOTES

This gem from the jungle adds swing to any salad. It's big on flavor and the mango gives it a tropical twist. Enjoy over the Amazon Dinner Bowl (next page) or any rice and beans bowl.

Amazon Dinner Bowl

4 servings 5 minutes

INGREDIENTS

4 cups cooked quinoa (white or red)
2 cups frozen corn, thawed
2 cups cooked black beans, rinsed
2 cups roasted red peppers or diced red peppers
4 cups arugula
1 mango, peeled and cubed
Amazon Dressing (previous recipe)
2 baby or 1 large avocado
Lime, optional

DIRECTIONS

1. Prepare quinoa according to package instructions. Allow to cool.
2. In each of four bowls, add:
   1 cup quinoa
   ½ cup corn
   ½ cup beans
   ½ cup red pepper
   1 cup arugula
   ¼ cup diced mango
   Amazon dressing
   ½ baby avocado
   Salt and pepper to taste
   Squeeze of Lime

NOTES

This is a great recipe to share or to batch cook for your meal prep. Prepare four containers as directed, but leave the sauce on the side until serving. Enjoy!